



#27/Revocation  
9/2/04

PTO/SB/82 (09-03)

Approved for use through 11/30/2005. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**REVOCATION OF POWER OF  
ATTORNEY WITH  
NEW POWER OF ATTORNEY  
AND  
CHANGE OF CORRESPONDENCE ADDRESS**

Application Number	09/401439
Filing Date	9/22/1999
First Named Inventor	Ojeh
Art Unit	3623
Examiner Name	
Attorney Docket Number	115377.01

I hereby revoke all previous powers of attorney given in the above-identified application.

☐ A Power of Attorney is submitted herewith.

OR

☒ I hereby appoint the practitioners associated with the Customer Number:

38991

☒ Please change the correspondence address for the above-identified application to:

☐ The address associated with  
Customer Number:

OR

<input checked="" type="checkbox"/> Firm or Individual Name	Microsoft Corporation				
Address	Patent Group Docketing				
Address	One Microsoft Way				
City	Redmond	State	WA	Zip	98052
Country	USA				
Telephone	425-706-8080	Fax	425-936-7329		

I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

**SIGNATURE of Applicant or Assignee of Record**

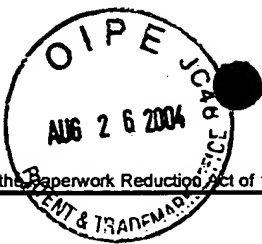
Name	D. Bartley Eppenauer				
Signature					
Date	8/26/2004			Telephone	425-703-0645

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☒ \*Total of 3 forms are submitted.

This collection of information is required by 37 CFR 1.36. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PTO/SB/96 (08-03)  
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**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Microsoft Corporation

Application No./Patent No.: 09/401439 Filed/Issue Date: 9/22/1999

Entitled: Data Mining For MANAGING MARKETING Resources

Microsoft Corporation, a WASHINGTON Corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☐ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ %  
in the patent application/patent identified above by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 014364, Frame 0343, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
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The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

8/26/2004  
Date  
425-703-0645  
Telephone number

D. Bartley EppENAUER  
Typed or Printed name  
[Signature]  
Signature  
Assistant Secretary  
Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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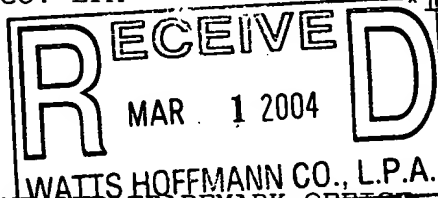
UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

FEBRUARY 25, 2004

PTAS

WATTS, HOFFMANN, FISHER & HEINKE CO. LPA  
STEPHEN J. SCHULTZ  
1100 SUPERIOR AVE., STE. 1750  
CLEVELAND, OH 44114-2518

\*102522916A\*

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BRIEF: CORRECTIVE COVERSHEET TO CORRECT THE NAME OF RECEIVING PARTY THAT WAS PREVIOUSLY RECORDED ON REEL 010365, FRAME 0332.

ASSIGNOR:  
FAYYAD, USAMA W.

DOC DATE: 10/07/1999

ASSIGNOR:  
OJJEH, BASSEL Y.

DOC DATE: 10/07/1999

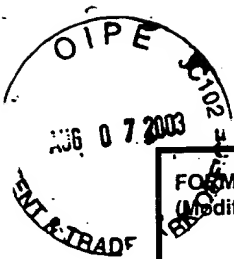
ASSIGNEE:  
MICROSOFT CORPORATION  
ONE MICROSOFT WAY  
REDMOND, WASHINGTON 98052SERIAL NUMBER: 09401439  
PATENT NUMBER:FILING DATE: 09/22/1999  
ISSUE DATE:115377.01  
Microsoft Patent Dept.

APR 16 2004

UPD ND By:

014364/0343 PAGE 2

TARA WASHINGTON, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS



08-13-2003



102522916

U.S. DEPARTMENT OF  
COMMERCE  
Patent and Trademark Office  
Attorney Docket No. 15-948FORM PTO-1595  
(Modified)

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy thereof.

1. Name of conveying party(ies):

Usama M. Fayyad &amp; Bassel Y. Ojeh

2. Name and address of receiving party(ies):

Microsoft Corporation  
One Microsoft Way  
Redmond, WA 98052

3. Nature of conveyance:

☐ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name☒ Other: Correct Assignment Recordation, name of receiving party at reel 010366 frame 0332 was incorrect on original recordationExecution Date: executed October 7, 1999

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4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No(s):

09/401,439

B. Patent No(s):

5. Name and address of party to whom correspondence concerning document should be mailed:

Stephen J. Schultz  
WATTS, HOFFMANN, FISHER & HEINKE CO., L.P.A.  
1100 Superior Avenue, Ste. 1750  
Cleveland, Ohio 44114-2518

6. Total number of applications and patents involved: 1

7. Total fee (37 C.F.R. §§ 1.21(h), 3.41): \$ 40.00

☒ Included with application.☐ Authorized to be charged to deposit account.☒ The Commissioner is hereby authorized to credit any overpayment or to charge any fee deficiencies under 37 C.F.R. § 1.21(h) to our deposit account.8. Deposit account number: 23-0630

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Stephen J. Schultz (Reg. No. 29,108)  
Name of Person Signing

Signature

August 4, 2003  
Date

Total number of pages including cover sheet, attachments, and document: 6

Mail documents to be recorded with required cover sheet information to:  
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I hereby certify that this paper is being deposited today with the U.S. Postal Service as 1st Class Mail addressed to the Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

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By:

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August 4 2003

Jenni Phelps

11-12-1999



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**Conveying Party(ies)**

( ) Mark if additional names of conveying parties attached

Name (line 1) Usama M. Fayyad

Name (line 2)

Execution Date  
Month Day Year  
10/7/1999

**Second Party**

Name (line 1) Bassel Y. Ojeh

Name (line 2)

Execution Date  
Month Date Year  
10/7/1999

**Receiving Party**

( ) Mark if additional names of receiving parties attached

Name (line 1) Microsoft Corp.

Name (line 2)

Address (line 1) One Microsoft Way

Address (line 2)

Address (line 3)

Redmond,  
city

WA  
State/Country

98052  
Zip Code

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Correspondent Name and Address

Area Code and Telephone Number 425-427-5094

Name Michael A. Dryja

Address (line 1) Law Offices of Michael Dryja

Address (line 2) 704 228th Avenue NE

Address (line 3) PMB 694

Address (line 4) Redmond, WA 98053

Pages Enter the total number of pages of the attached conveyance document  
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Application Number(s) or Patent Number(s)

( ) Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).  
Patent Application Number(s) Patent Number(s)

09/401,439

If this document is being filed together with a new Patent Application, enter the date the patent application was  
signed by the first named executing inventor.

Month Day Year

Patent Cooperation Treat (PCT)

Enter PCT application number  
only if a U.S. Application Number  
has not been assigned.

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Number of Properties

Enter the total number of properties involved.

# 1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40

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Enclosed ( )

Deposit Account (X)

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

# 500463

Authorization to charge additional fees:

Yes (X)

No ( )

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any  
attached copy is a true copy of the original document. Charges to deposit account are authorized, as  
indicated herein.

Michael A. Dryja

Name of Person Signing

Signature

Date

11-1-99

# ASSIGNMENT

WHEREAS, we, the undersigned (hereinafter referred to as ASSIGNORS), are the joint inventors of an invention entitled Data Mining for Managing Marketing Resources as described and claimed in the specification forming part of an application for United States letters patent filed on 9/22/1999, and assigned Serial No. 09/401,439;

WHEREAS, Microsoft Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at One Microsoft Way, Redmond, WA 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

IN WITNESS WHEREOF, We have hereunto signed our names on the day and year set forth below.

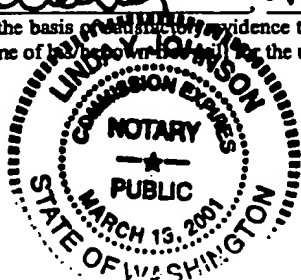
U. M. Fayyad  
Inventor's Signature

10/7/1999  
DATE

Usama M. Fayyad  
Inventor's Printed Name

STATE OF Washington )  
COUNTY OF King ) SS

On this 7 day of October, 1999, before me personally came the above named Usama M. Fayyad who is personally known by me or proved to me on the basis of satisfactory evidence to be the same individual who executed the foregoing assignment, and who acknowledged to me that he/she executed the same of his/her own free will for the use and purposes therein set forth.



Lindsey Johnson  
NOTARY PUBLIC  
My Commission Expires: 3-13-2001



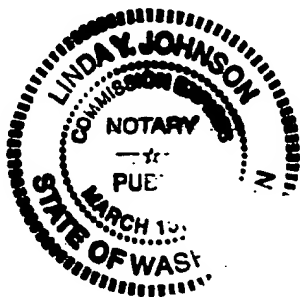
B. Y. Ojeh  
Inventor's Signature

10/07/99  
DATE

Bassel Y. Ojeh  
Inventor's Printed Name

STATE OF Washington )  
COUNTY OF King ) SS

On this 7 day of October, 1999, before me personally came the above named Bassel Y. Ojeh who is personally known by me or proved to me on the basis of satisfactory evidence to be the same individual who executed the foregoing assignment, and who acknowledged to me that he/she executed the same of his/her own free will for the use and purposes therein set forth.



Linda Y. Johnson  
NOTARY PUBLIC  
My Commission Expires: 3-13-2001